

Emily Theroux

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Summary

Conscientious and creative young professional with a significant leadership background and strong communication skills. Responsible, motivated and adaptable to changing needs.

Communications and Marketing Experience

Office of Advocacy - U.S. Small Business Administration/ Public Affairs Assistant

OCTOBER 2016 -PRESENT, WASHINGTON, DC

- Write timely and effective news releases, op-eds, and news articles, including analyses of economic research
- Develop, write, and distribute materials about the activities of the Office of Advocacy and the Chief Counsel for Advocacy. Produce Brochures and flyers, as needed
- Work closely with communications professionals in trade associations and on Capitol Hill to deliver key Advocacy messages
- Create infographic one-pagers on federal regulations which summarize the effect a major rule can have on small business
- Responsible for office photography and videography needs

Carahsoft Technology Corp. / Intern

MAY - JUNE 2016, RESTON, VA

- Analyzed company website traffic and converted quantitative data into meaningful, actionable information via Google Analytics
 - Updated company website using Adobe Photoshop to create digital media content to deliver key messages to strengthen company value proposition
 - Managed several social media platforms and researched new techniques and strategies to encourage customer engagement
 - Wrote company blog posts and news release
 - Represented company with clients at key marketing events
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Education

George Mason University / BA in Communication

CLASS OF 2016, FAIRFAX, VA

Concentration in Interpersonal and Organizational Studies. Minor in Business, with a focus in Entrepreneurship.

Skills

Computer Skills: Google Analytics Certified, Google Drive, Adobe Creative Suite, Microsoft Word, Microsoft Powerpoint, Microsoft Excel, Microsoft Access

Social Media Platforms: Facebook, Twitter, LinkedIn, Instagram, Blogger

Languages: English (native), Spanish (intermediate level of speaking and writing)

Activities & Awards

Activities: Everybody Wins! DC Volunteer Reading Mentor, 2017

Awards: Girl Scout Gold Award, 2012
